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Remarks

Claims 1-4, 6-9, and 11-14 are pending in this application. For at least the reasons stated below, Applicant asserts that all claims are in condition for allowance. The pending claims are rejected under 35 U.S.C. § 102(e) as being unpatentable over Durham (U.S. Patent 6,330,566). Applicant respectfully opposes these rejections as the reference fail to teach all the claim limitations.

Broadly speaking, Applicant's invention (as illustrated by Figure 16.1), provides an single e-commerce framework that is capable of managing two types of web site visitors: 'site server users' as well as 'regular web site users'. The Durham reference does not teach or suggest such a dual-purpose web site framework.

Starting with the preamble, the Examiner states that the Durham reference teaches (In the abstract section) a method for "enabling an e-commerce web site to manage user information for both site server users and regular web site users" (emphasis added). Applicant disagrees. The Durham abstract speaks of: client-stored tokens and user information preferences. Applicant finds no teaching in the abstract of the claimed invention as there is no teaching or suggestion of a method that manages user information for two separate types of users, i.e., site server users and regular web site users.

With respect to element (b), the Examiner states that Durham (column 3, lines 5-21, 43-53 and line 65 through col. 4 line 1) teaches "providing a database separate from the membership directory component of the site server, the database having ... details of the users include a user name and a legal name" (emphasis added). Applicant disagrees. Durham's column 3 teaches storing user preferences in a client-stored cookie so that the server can personalize the web site "without having to incur the cost of database look-ups." If a cookie doesn't yet exist for the user, then Durham teaches that a new cookie is set up to store user preferences. As such, Durham expressly teaches away from Applicant's

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claimed invention. Element (b) requires that there is a database of user preferences that is separate from the membership directory (which itself has information of user preferences). Through this configuration, if the user of the web site is a "site server user", then the membership directory of element (a) is used to directly and quickly access the user's preferences. If, on the other hand, the user of the web site is not a site server user, but instead is a regular web site user, then the user preferences are found in a separate database (see figure 16.1). Having a database separate from the directory component is in direct opposition to Durham's teaching personalization settings are stored in a cookie so that the site does not have "to incur the cost of database look-ups" (col. 3, lines 17-18). Therefore, Applicant respectfully points out that not only does not Durham not teach or suggest a web site framework that supports two separate types of users, it expressly teaches away from the claimed methodology of a separate database for regular (i.e., non site server) users.

With respect to element (c) of claim 1, the Examiner states that Durham (column 3, lines 5-21, 43-53 and line 65 through col. 4 line 1) teaches "authenticating ... the users ... for determining whether the user is a site server user or a regular web site user". As just discussed above, Durham fails to teach a system that supports two separate types of users, and does not provide for separate ways to store the user preferences for the two types of users. Since Durham does not teach such a dual-user system, Durham does not teach authenticating the user to determine whether the user is a first type of user (i.e., site server user) or a second type of user (i.e., a regular web site user).

With respect to element (d), the Examiner states that Durham (figure 6 and 7, column 15, lines 10-22) teaches "providing a single ... framework of components which ... [is] access[ed] by both site server users and regular web site users ...". Applicant's system of a single framework 1630 that supports both types of users is not taught by Durham in

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the previously cited section in column 3. Nor is such a framework taught by figures 6 and 7 and column 15. Figure 6 and 7 show how web sites can be personalized to a user. Column 15 teaches that a user can navigate directly to different personalization interests rather than being required to walk from start to finish through a series of personalizations. As such, Applicant respectfully points out that these figures and column 15 do not teach Applicant's dual-user-supporting framework.

With respect to elements (e) and (f), the Examiner states that Durham (column 15, lines 46 through column 16, line 38) teaches the claimed invention's ability to view and change user information through two methods depending on the type of user (i.e., info is stored on the directory component if the user is a site server user, and info is stored on the separate database if the user is a regular web site user). As has been repeatedly discussed, Durham does not provide such a system that differentiates between site server users and regular web site users. Columns 15 and 16 do not address any type of dual system support.

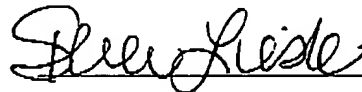
For at least these reasons, Applicant asserts that Durham fails to teach or suggest the elements found in claim 1, as well as those found in the dependent claims 2-4 and the corresponding claims 6-9, and 11-14. Applicant requests that these rejections be withdrawn and a Notice of Allowance be issued in this case. In the event a telephone conversation would expedite the prosecution of this application, the Examiner may reach the undersigned at 612-607-7508.

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If any fees are due in connection with the filing of this paper, then the Commissioner is authorized to charge such fees including fees for any extension of time, to Deposit Account No. 50-1901 (Docket 060021-329601).

Respectfully submitted,

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